

Native American Elders: Fostering Interagency Collaborations to Support Effective Outreach

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Goals

Through the National Multicultural Outreach Initiative, the NIH and NIAMS will:

- Raise **awareness** in multicultural communities about the availability of, and access to, NIH, NIAMS and other Federal resources to help people with conditions of the bones, joints, muscles and skin.
- Emphasize that **research** is the **foundation** for progress.
- Support and **involve** organizations in multicultural outreach.

Target Audiences and Content Areas

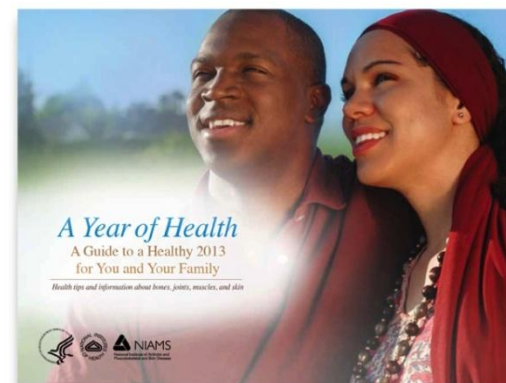
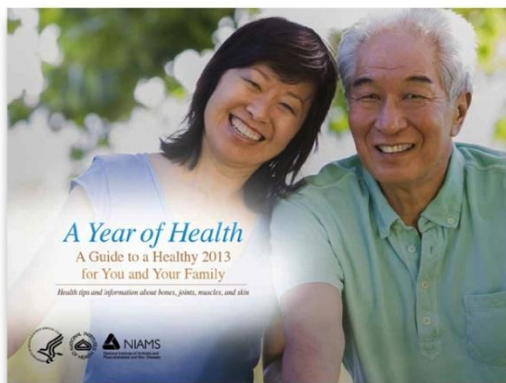
Target Audiences

- African Americans
- **American Indians, Alaska Natives, and Native Hawaiians**
- Asian Americans and Pacific Islanders
- Hispanics/Latinos (bilingual)

Content Areas

- Bone health
- Joint health
- Muscle health
- Skin health

2013 Health Planners



Landing Page



NIAMS National Multicultural Outreach Initiative



As part of the [National Institutes of Health \(NIH\)](#), the mission of the National Institute of Arthritis and Musculoskeletal and Skin Diseases (NIAMS) is to support research into the causes, treatment, and prevention of arthritis and musculoskeletal and skin diseases; the training of basic and clinical scientists to carry out this research; and the dissemination of information on research progress in these diseases.

NIH, the nation's medical research agency, includes 27 Institutes and Centers and is a component of the U.S. Department of Health and Human Services (HHS). NIH is the primary Federal agency conducting and supporting basic, clinical, and translational medical research, and is investigating the causes, treatments, and cures for both common and rare diseases.

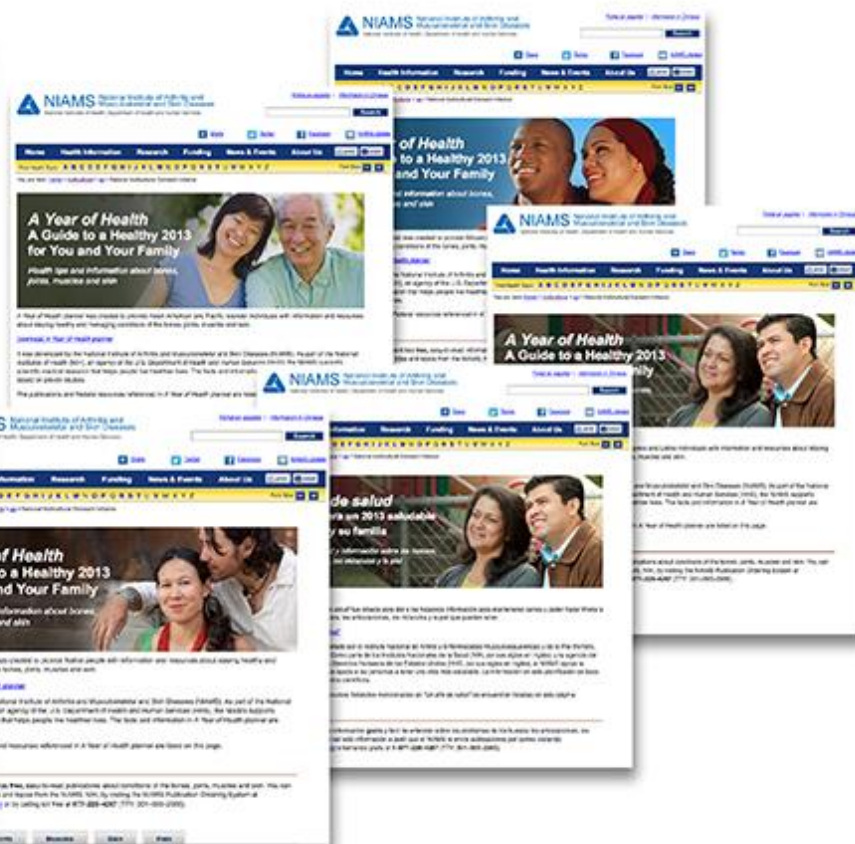
For more on the free, easy-to-read information available in *A Year of Health* planners, please click on the above multicultural group that most interests you.

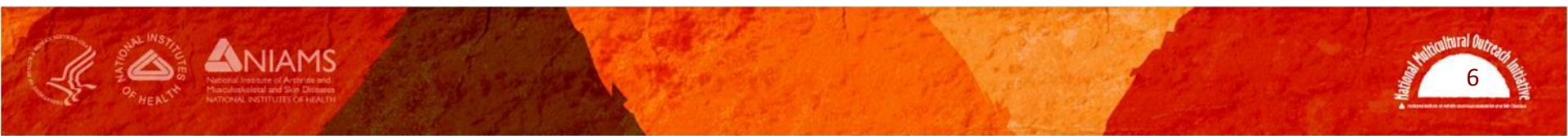
For more information about NIAMS multicultural outreach, please visit:

http://www.niams.nih.gov/About/Our_Mission_and_Purpose/Community_Outreach/Multicultural_Outreach.niams.nih.gov

To order free, easy-to-read publications about conditions of the bones, joints, muscles and skin, visit the NIAMS Publication Ordering System at <http://niaspub.niams.nih.gov> or call toll free: 877-226-4267 (TTY: 301-565-2966).

If you're interested in conducting outreach to multicultural communities, please [click](#) here to access additional information and resources.





Outreach Tips

- Review the health planner.
- Tailor the information you present.
- Choose the best location to distribute.
- Engage in personal interactions with people while distributing the health planners.
- Leverage outreach workers or health representatives.
- Focus on the variety of information available.

Help us reach your communities!

- Order the health planners.
- Download the sticker template to customize the health planners with your organization's contact information.
- Forward the special announcement to your constituencies.
- Use the Facebook and Twitter posts to alert your constituencies.

For more information:
www.niams.nih.gov/multicultural

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